



Milwaukee County

Supervisor Elizabeth M. Coggs, 10th District

Chair, Finance & Audit Committee

Chair, Task Force on Work Reform for Men

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“WE CAN, WE DID & WE WILL CONTINUE”
15th ANNUAL DR. MARTIN LUTHER KING, JR.
BACK TO SCHOOL FESTIVAL AND PARADE THIS SATURDAY

5,000 free book bags and school supplies to be distributed to children
More than 20,000 expected at King Park

Milwaukee, WI – Milwaukee County Supervisor Elizabeth M. Coggs is inviting all Milwaukee County residents to the 15th Annual Back-to-School Festival this Saturday at Dr. Martin Luther King, Jr., Park. This year’s theme is “We Can, We Did & We Will Continue” and features a parade down Vliet Street, sponsored by Harley-Davidson, to kick off the festival.

The 2009 Back-to-School festival features food, music, rides, FREE school supplies, FREE hot dogs from 11:30-12:30, a youth talent show, 3-on-3 youth basketball tournament and raffle prizes.

15th Annual Dr. Martin Luther King, Jr., Back-to-School Festival

Saturday, August 8, 2009, 11:30 a.m. to 6:00 p.m. (Bookbags distributed at 4:00 p.m.)

Dr. Martin Luther King, Jr., Park, 1531 W. Vliet Street, Milwaukee, WI

Parade beings at 10:00 a.m. at Washington Park and travels to the festival via Vliet St.

“I started this festival back in 1995 by hosting a picnic and providing 75 plastic bags with free school supplies for students,” Supervisor Coggs said. “This event has grown every year and I’m humbled to be able to help so many children get everything they need to go back to school ready to learn.”

“Our fantastic volunteers work all year to assist children in getting ready for school,” said Shawn C. Williams, President of King Advisory, Inc. “The Dr. Martin Luther King, Jr., Back-to-School Festival has become a highlight of the summer for many young people in our community.”

Since the first Back-to-School in 1995, more than 4,000 volunteers have served 140,000 attendees and given away 43,000 book bags full of school supplies. This year’s platinum sponsors include Forest County Potawatomi Community, Menards and Jammin’ 98.3 WJMR.

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